Uniroyal looks to new decade

The rubber and plastics industry, which set new records in 1969, starts a new decade in a strong position to capitalize on the growth opportunities presented by a dynamic but demanding economy, George R. Vila, chairman and president of Uniroyal Inc. said in a year-end statement.

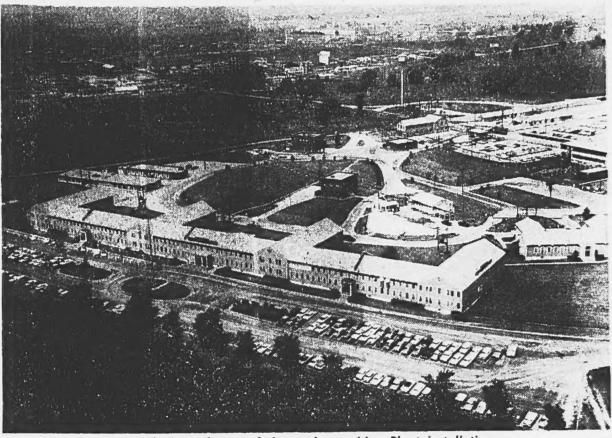
These growth opportunities for rubber and plastics, he said, will come in products for home furnishings and home construction. recreation and leisure, transportation and the agribusiness-all of which represent rapidly expanding markets.

For 1970, the initial year in the dynamic seventies, Vila made the following forecasts:

Sales of rubber and plastic products will increase to about \$17.5 billion, up from an estimated \$16.5 billion in 1969. Total tire sales both for new cars and for replacement, should rise to a record 185 million units next year, up from 176 million units in 1969.

Total free world consumption of rubber is expected to reach 6.8 million long tons in 1970, compared with about 6.4 million long tons in 1969. Domestic consumption will be about 2.75 million tons, compared with 26 million tons in 1969.

represent some 66.2 per cent, or units. lion long tons in 1969.



Aerial view of part of Army Ammunition Plant installation

sumption, synthetic rubber will the current level of 1.45 million lion-pound-year-plus market.

with 65.5 per cent and 4.2 mil- this market includes such products as plastics for furniture and which has increased on the av-vanced concepts in tires, de-velopment of new and improved Automotive consumption of wall covering, insulation, ure erage of 10 per cent a year for signed to provide optimum serplastics will continue upward, thane plastics for furniture and from about 80-85 pounds a car in interior decoration, ABS plastic ery indication of sustaining this company's unique Uniroyal Mas-1969 to about 100 pounds in 1970. for drainage pipe and Royalene trend. Uniroyal products for this ter tires—a set engineered specrop loss due to plant pests, the Some 870 million pounds of plas- weather resistant rubber for market include golf balls and cifically for the front wheels and company has stepped up its eftics will be used by the automotive industry in 1970, up from
one of every four new residenand a wide range of athletic
for-710 million pounds in 1969.

As the decade of the 1970, up from
the position resistant rupper for market include goit balls and
a set engineered for the rear
wheels of today's automobiles.
The company has stepped up its efforts to develop products which
will meet increasingly critical
that units contained ABS plastic playing surfaces: The country's
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that units contained ABS plastic playing surfaces: The country's As the decade of the 1970s pro-drainage plumbing systems, first rubberized urethane-topped "crackless" rubber is also be-Solo, a new combination herbigresses, building products will There are indications this per-all-weather field track was derepresent one of the strongest centage will gain substantially in veloped by Uniroyal. In addition, growth fields for rubber and 1970. Uniroyal, a pioneer in de-we are principal suppliers of rubber and 1970. Uniroyal, a pioneer in de-we are principal suppliers of rubber and 1970. Uniroyal, a pioneer in de-we are principal suppliers of rubber and 1970. Uniroyal, a pioneer in de-we are principal suppliers of rubber and 1970. Uniroyal, a pioneer in de-we are principal suppliers of rubber and 1970. Uniroyal, a pioneer in de-we are principal suppliers of rubber and 1970. Uniroyal, a pioneer in de-we are principal suppliers of rubber and 1970. Uniroyal, a pioneer in de-we are principal suppliers of rubber and 1970. Uniroyal, a pioneer in de-we are principal suppliers of rubber and 1970. Uniroyal, a pioneer in de-we are principal suppliers of rubber and 1970. Uniroyal, a pioneer in de-we are principal suppliers of rubber and 1970. Uniroyal, a pioneer in de-we are principal suppliers of rubber and 1970. Uniroyal, a pioneer in de-we are principal suppliers of rubber and 1970. Uniroyal, a pioneer in de-we are principal suppliers of rubber and 1970. Uniroyal, a pioneer in de-we are principal suppliers of rubber and rubber a plastics, Vila stated "There will velopment and application of products and materials for allbe an unprecedented demand for ABS plastics, doubled its capaci-terrain vehicles and snowmo-applications. units, at an average annual rate and is currently a prime sup-the recreational market."

"Uniroyal's commitment in market," Vila said, "is now an larly plastics engineered to the Uniroyal's interest in this mar-

try, Uniroyal continues develop-economic implications has be-"The recreation and leisure ment of new products particu-come known as agribusiness.

new or replacement housing ty for this material during 1969, biles, fast-growing segments of More and more, attention is of orchard-infesting mites. all drawn to the agricultural field products introduced during 1969.

Of total free world rubber con- of 2.6 million units, almost twice plier to pipe makers in this bil-, For the transportation indus-which, because of its inherently fectively most harmful species